



# **Harvest and Market The Crop**

## **Handout 13**

### **Marketing Plan Templates**

## **I. Marketplace Overview**

Define the top three opportunities and the top three threats that could disrupt your business revenue and profit. This includes marketplace trends, changes and competition.

- *How is your business defined?*
- *What segment of the market do your competitors play in?*
- *What trends drive your current growth path?*

## **II. Market Segmentation**

Definition of major market segments and the 'must win' major segments, e.g., consumer. What are the customer needs in each segment and sub-segment? What products and services best suit each segment? What needs are currently not being met?

- *What segments are of highest priority?*
- *What are the needs of decision makers and end users?*
- *What are the gaps from meeting most important needs?*
- *Which of our current products best suit market needs?*
- *What benefits are we offering, what differentiation?*
- *What sub-segments are most important to us?*

## **III. Business Strategy**

### **Vision, Goals, and Objectives**

Define from where increased market participation and profit growth will come. Define the relationship to business goals and objectives. Define how we will focus our budget dollars to achieve X% growth.

- *What is the core market that I compete in?*
- *What are the adjacent markets I compete in?*
- *What are the differences between them?*
- *What rate has our market grown at over the past 3-5 years?*
- *What is the projected growth?*
- *What is our relative market share?*

### **Business Design Choices**

Summarise the key business strategy/choices being made to sustain a competitive advantage, and revenue and profit growth. Define how the execution will take place, demonstrating 'how the play' will be run differently and more effectively to make the revenue and growth targets -- to include acquisition investment strategy and partnerships.

#### **IV. Marketing Plan Elements - Core Elements**

##### **A. Product(s)/Offering(s)**

What products with which attributes should we offer segments and sub-segments?

##### **B. Strategy and Plan**

Define the focus and value proposition of the products/offering to be addressed, and include critical dates that support the strategy.

##### **C. Pricing/Terms**

Define the pricing/terms strategy and rationale for this product/offering and critical dates that support the overall strategy.

- *What is our pricing strategy for each sub-segment?*
- *What market segments represent the greatest pricing opportunity?*
- *How will competitors react to price changes?*
- *Who has price leadership?*
- *How price sensitive are the customers, by sub-segment?*
- *What sales and marketing tools and processes support price realization?*

##### **D. Distribution**

###### **Strategy and Plan**

Define the distribution/channel coverage strategy and critical dates that support the overall strategy. Define the key lead sources, marketing programs for the key channels of distribution and the support system plan and expense targets.

##### **E. Integrated Marketing Communications**

###### **Strategy and Plan**

Define the integrated marketing communications strategy:

- target audience
- value proposition
- key themes
- messages and campaigns
- critical dates that support the overall strategy

Define the top business unit “big plays” that will be a focus for the year. (This may be optional, if no big plays are planned. If not explain why.)

## **Marketing Plan Elements -- Operational Elements**

### **A. Support/Skilled Resources**

#### **Strategy and Plan**

Define the support strategy, i.e., include customer, sales resources, distribution plan, and the key support activities, critical dates and skilled resources needed that support the overall strategy.

### **B. Fulfilment**

#### **Strategy and Plan**

Define the fulfilment strategy and key activities and critical dates that support the overall strategy.

### **V. Risk Assessment**

**Overall Risk Assessment:** Define the prospects for successful implementation; major uncertainties; contingencies; and overall risk to the plan.

**Critical Success Factors:** Define the key success factors; and critical actions required to achieve the objectives.

### **VI. Measurement**

Establish continuous feedback. Ensure